

ABSTRACT

The usefulness, and consequently the performance, of advertisements are improved by allowing advertisers to better target their ads to a responsive audience. End user local time information, such as at least one of (a) a local time-of-day, (b) a local time-of-day range, (c) a local date, (d) a local day-of-week, (e) a local date range, (f) a local day-of-week range, and (g) a local season, is determined (or simply accepted) and used. For example, end user local time information may be used in a relevancy determination of an ad. As another example, end user local time information may be used in an attribute (e.g., position) arbitration. Such end user local time information may be associated with price information, such as a maximum price bid. Such end user local time information may be associated with ad performance information. Ad performance information may be tracked on the basis of end user local time information. The content of an ad creative, and/or of a landing page may be selected and/or modified using end user local time information. Finally, tools, such as user interfaces, may be provided to allow a business to enter and/or modify end user local time information, such as end user local time information used for targeting and end user local time-dependent price information.